

Uncertain Supply Chain Management

homepage: www.GrowingScience.com/uscm**Investigating the role of brand image and halal labels on purchase decisions: An empirical study of rice processing firms****Susi Desmaryani^{a*}, Novira Kusri^b, Weni Lestari^a, Dwi Septiyarini^c, Asti Harkeni^a, Rusli Burhansyah^d, Juliana C Kilmanun^d, Dina Omayani Dewi^d, Gontom Citoro Kifli^d, Enny Andriani^a, Dedi Sugandi^d, Thomas Agoes Soetiarso^d, Dian Histifarina^d and Edy Siswanto^e**^aBalitbang Provinsi Jambi, Indonesia^bFakultas Pertanian Universitas Tanjungpura, Indonesia^cBalitbang Provinsi Kalimantan Barat, Indonesia^dBadan Riset Dan Inovasi Nasional, Indonesia^eUniversitas Negeri Semarang, Indonesia**ABSTRACT***Article history:*

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This study aims to examine the effect of halal labels on purchasing decisions with brand image as an intervening variable in rice processing companies. The study investigates the effect of halal labels on purchasing decisions, the effect of the halal label on brand image and the effect of brand image on purchasing decisions. The research method is quantitative and carried out using an online questionnaire distributed through social media. Determination of the research sample used a purposive sampling method, with the criteria of consumers of rice processing companies domiciled in the last year. 345 filled questionnaires were collected and processed using structural equation modeling (SEM). The results show that the halal label and brand image had a significant effect on purchasing decisions, brand image also played a mediating variable between the effect of halal labels and purchasing decisions. The study contributes to the theory that halal labels and brand image had a positive impact on purchase intentions. Company managers apply a halal label and create a brand image to increase purchase intention. Meanwhile for the industry, the research can be an important reference for consumer responses. Moreover, for academics, the results of this study become a reference for knowledge related to factors related to consumer purchasing decisions in consuming rice including the halal label, price, and brand image aspects.

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1. Introduction

Indonesia is the home for Muslims with a population of 241.7 million people in 2022 or 87% of the total population. Indonesian Muslims' spending on halal products and services is projected to increase over the next few years. This makes Indonesia the largest consumer of the halal market in the world, namely 11.34% of global halal expenditure. In addition, Indonesia is a country with the largest Muslim majority in the world. According to Adinugraha et al. (2021), the large Muslim population makes Indonesia a potential center for the world halal market and the government is expected to actively encourage the development of the halal industry in a sustainable manner. One real effort is through halal certification for each product. In 2021 there were about 17,863 certificates out of 263,190 products.

Even though many products have received halal certification, for now there are still many people who do not understand halal certification. Since the enactment of the Halal Product Guarantee Law number 33 of 2014 on October 17, 2019, issues related to halal certification have become a polemic in society. Management of halal certificates is often considered difficult by the

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community in running a business. Therefore, it is necessary to socialize and educate the public as an effort to instill awareness of the importance of halal certification and a correct understanding of halal certification as stipulated by law. It can be interpreted that support from several parties and educating the community is very important to do, besides that the administrative process in obtaining certification which continues to be improved can help foster community enthusiasm to participate in supporting the development of the halal industry. According to Anggadwita et al. (2019), halal certification is also often associated with the necessities of life, and, for humans, it is the most important thing to fulfill since humans will not prosper if their needs are not met. Every time they make a purchase decision, consumers carry out a process of integrating the knowledge they get so that information is obtained from a product.

The range of culinary enterprises that we can discover in Indonesia, ranging from stalls, Agro-industry Firms, cafés, and various types of international franchises that are in the culinary sector, show how quickly the culinary industry is developing there. According to Fatikhudin et al. (2021), the nation's café industry is one of the more lucrative companies that is expanding. There is an enormous opportunity for the Indonesian food business to expand. According to the Creative Economy Agency of the Republic of Indonesia, the culinary sub-sector contributed 41.4 percent, or over 383 trillion rupiah, of the creative economy's overall contribution worth 922 trillion rupiah in 2021 (Haudi et al., 2020). The role of cuisine, which is no longer just for food, is one of the factors contributing to the growth of the culinary business in Indonesia's serve basic human needs, but now it is believed that cooking can also enhance the way of living in today's culture. The process of deciding whether or not to make an actual purchase is called the buying decision. Consumer purchasing decision-making is a process of choosing one of several alternative problem-solving with actual follow-up among the various elements that influence customers to purchase a good or service. The consumer can make decisions and decide what attitude to adopt next. Consumers' internal or external influences, such as external stimuli applied by business actors, might influence their decisions to buy. Purchasing decisions are a small aspect of a much bigger buyer decision-making process that starts with identifying needs and ends with post-purchase behavior.

Deciding to purchase a product is an individual behavior that is directly related to obtaining and using it. A buying decision process is focused on the role in the purchase as well as the decision to buy rather than just being aware of some of the elements that impact the buyer. Purchasing goods and services to satisfy customer wants is a process for solving problems, since the label can be an identification connected to the product or a component of the packaging, it is the component of a product that conveys spoken information about the goods or about the seller. It is clear from the halal label on the goods that halal is the primary factor in the product selection process, particularly for Muslim buyers. Halal product production is a part of the business' obligation to Muslim customers. Companies in Indonesia must get MUI halal certification to reassure consumers that the items they eat are halal. According to Falajabudien and Masud (2020), the purpose of a halal label is to give consumers peace of mind and protection when using the products, they consume. In addition to the issue of the necessity for halal guarantees, brand image is a factor that buyers consider. According to the target audience for a product, a brand image must encompass all internal and exterior personalities that have the power to sway consumers. The brand represents the company's commitment to offering specific perks, privileges, and services to customers. Since they can affect a consumer's preferences or decisions, brands are extremely valuable.

A strong brand can give customers a sense of superiority, which influences their attitudes favorably and boosts the company's sales and financial performance. Brand image is used to distinguish products or services from a seller or group of sellers from rivals (Cahyono et al., 2023). Consumer views of good products and their purchasing decisions will be influenced by brand image for good products and services, which will result in a favorable perception of the brand. Customers will be more confident in their decisions and have a high level of trust in the brand if it can consistently live up to consumer expectations and offer guarantees for the quality of its products on every occasion (Bux et al., 2022). They will also come to like the brand and think of it as an extension of themselves. Thus, it can be claimed that a quality brand has the power to affect consumers' decisions about which things to buy (Falajabudien & Masud, 2020). Consumers choose items based on their requirements and wishes, which in a product brand depends on the image associated with it. As a result, the company must be able to give the best products that meet customer needs.

2. Theoretical Framework

2.1 Halal label

Halal labeling is the inclusion of halal writing or halal statements printed on the packaging of a product as a sign related to the product's halal status (Khan & Rashid, 2023). Halal products are products that comply with sharia, namely that they do not use haram materials, exploit labor or the environment, and are not dangerous or intended for the use of harmful things (Fatikhudin et al., 2021). Halal labeling or halal certification is indeed a necessity for Muslims because this is intended to avoid the risk of committing sins. In addition, halal food that already has a certificate can indicate that the food meets hygienic and sanitary standards. So, it can be interpreted that the halal label has a very important role in fulfilling every need of Muslims, especially in decision making. Before making a buying decision, what needs to be considered is the halal label of the product. In this study the measurement of halal labels used illustrations, writing, a combination of illustrations and writing, and attached to the packaging.

2.2 Brand Image

Brand image is an impression that consumers get about a brand, this is formed because of messages and consumer experiences related to the brand, so that it can create an image or impression that exists and is embedded in consumers (Faircloth et al., 2001). A brand is more than a product produced by a company, but a brand is something that consumers can buy so that it can be said that brand image is a good form of consumer evaluation of the brand of a product (Wijaya, 2013, Wijaya & Annisa; 2020). Brand image in this study is measured using Corporate Image, User Image, and Product Image (Zhang, 2015).

2.3 Purchase Decisions

The purchase decision on the Theory of Planned Behavior (TPB) (Conner & Armitage, 1998) which is a continuation of Theory of Reasoned Action (TRA) (Taylor et al., 2006) explains that there is one additional factor that influences a person's intention to behave, namely perceived behavioral control (perception of certain behaviors). The main factors are attitude toward the behavior and subjective norms. Before making a purchase, consumers usually go through various stages in the buying process. Saputri and Guritno (2021) argue that consumer purchasing decisions are an alternative way of solving problems by carrying out real follow-ups. There must be several available alternatives, and the act of making a purchase that can lead to the process of how the decision is made, which means, the purchase decision is one of the stages that must be passed by consumers in making a purchase. Purchasing decisions in this study were measured using problem recognition, information search, alternative evaluation, purchase, and post-purchase.

2.3.1 Effect of halal label on purchase decisions

Ozturk (2022) states that the halal label has a significant influence in making purchasing decisions for each product for Muslim consumers. Considering that most of the population in Indonesia are Muslim, of course, regulations on halal certification are also urgently needed. The halal label is presented through aspects of halal raw materials, halal production processes, halal packaging and marketing. There is a positive influence of the halal label variable on purchasing decisions and for the halal label it is presented through consumer behavior that sees the presence or absence of a halal logo or first researching the halalness of the drink. So, it can be said that products with certified halal labels will be an advantage to attract more consumers to buy these products (Sukesti & Budiman, 2014).

H₁: *The halal label has a positive and significant effect on purchasing decisions.*

2.3.2 Effect of halal label on Brand Image

Kurniawan (2022) states that the halal label, price, and brand image of a product can influence consumer purchasing decisions. Moreover, halal labels, price, and brand image may also have a positive influence on consumer purchasing decisions. An image that is embedded in consumers can cause consumers to have confidence in a product that is formed because of the messages and experiences obtained from a brand (Pratiwi et al., 2022). A consumer will also feel satisfied with the selected product if he has a positive impression of a product. Therefore, we propose the following hypothesis,

H₂: *The halal label has a positive and significant effect on Brand Image.*

2.3.3 Effect of brand image on purchasing decisions

An image that is embedded in consumers can cause consumers to have confidence in a product that is formed because of the messages and experiences obtained from a brand (Kotler & Keller, 2009). A consumer will also feel satisfied with the selected product if he has a positive impression of a product (Leonard et al., 2018). Regarding its relation to purchasing decisions, several experts have emphasized that brand image influences purchasing decisions (e.g., Novansa & Ali, 2017). Thus, this study assumes that brand image has a positive effect on consumer purchasing decisions.

H₃: *Brand image has a positive and significant effect on purchasing decisions.*

3. Methodology

This research method is quantitative and carried out using an online questionnaire distributed through social media. The questionnaire as a research instrument used a Likert scale of 1 to 7. Determination of the research sample used a purposive sampling method, with the criteria of consumers of rice processing companies domiciled in the last year and are willing to fill out a questionnaire given by the researcher. From the distribution of the data, 345 questionnaires were collected which were feasible for further processing. The collected data was processed using the SmartPLS software structural equation modeling (SEM). Fig. 1 demonstrates the proposed study of this paper.

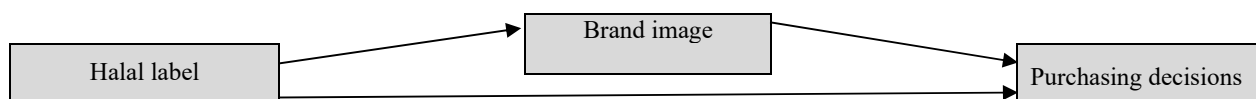


Fig. 1. Research Model
Source: Prepared by the authors (2023)

4. Results and discussion

4.1 Validity Test

Based on the results of data processing, the following are the results of the validity test in this study.

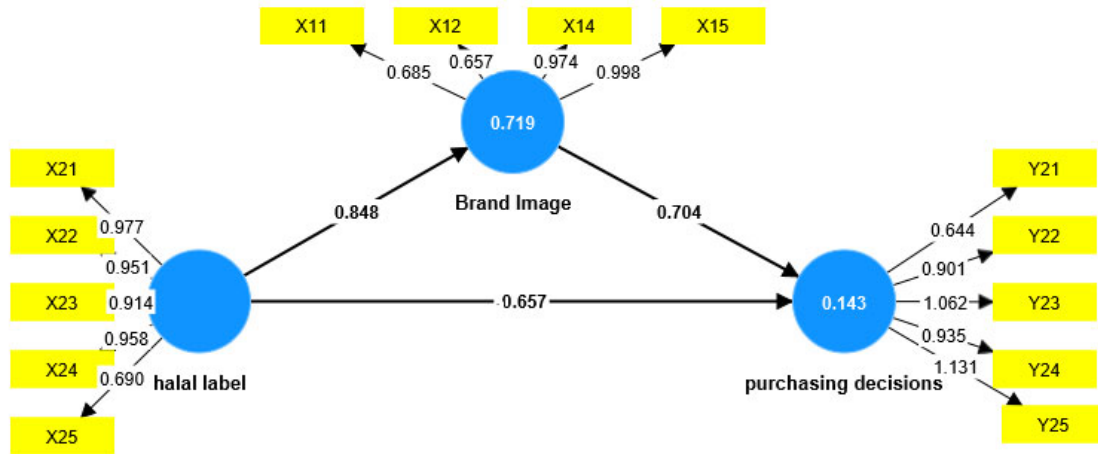


Fig. 2. Validity Test

Source: Prepared by the authors (2023)

After the validity test was carried out, it was seen that all the constructs in the study were valid.

4.2 Reliability Test

To see the reliability results, the Average Variance Extract (AVE) value must be above 0.5 and the Composite Reliability must be above 0.7 (Hair et al., 2012).

Table 1
Reliability Test

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.912	0.914	0.912	0.713
Halal Labels	0.814	0.888	0.923	0.614
Purchase Decision	0.912	0.912	0.934	0.623

Based on Table 1, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so that all variables meet the reliability requirements (Hair et al., 2012).

Table 2
Inner Model of R Square

	R Square	R Square Adjusted
Brand Image	0.719	0.708
Purchase Decision	0.143	0.141

Based on Table 2, from R Square Adjusted it can be concluded that 14.1%, purchase Decision can be explained in this model.

Table 3
Inner Model of f-Square

	Brand Image	Halal Labels	Purchase Decision
Brand Image			0.832
Halal Labels	0.413		0.086

Table 3 shows the results f-value and confirms that all hypotheses of the survey meet the minimum criteria. Moreover, Fig. 3 shows the results of bootstrapping for testing the hypotheses of the survey.

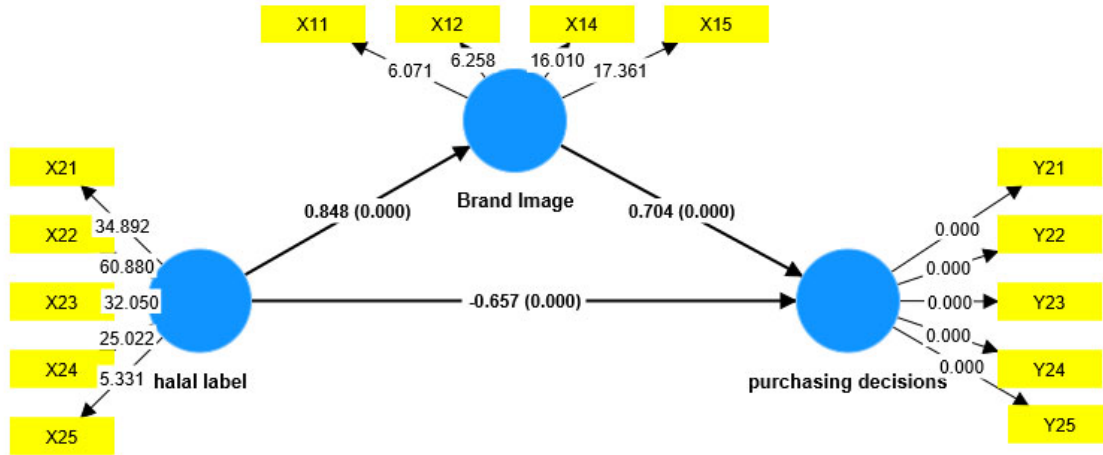


Fig. 3. Bootstrapping
Source: Prepared by the authors (2023)

Table 4 presents the summary of testing the hypotheses of the survey.

Table 4
Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Brand Image → Purchase Decision	0.704	0.671	0.083	7.832	0.000
Halal Labels → Brand Image	0.848	0.562	0.124	4.321	0.000
Halal Labels → Purchase Decision	0.657	0.203	0.105	2.021	0.014

Based on the results of statistical tests in Table 4, it can be described as follows.

1. *Effect of halal label on brand image*

Based on statistical calculations, the sig value is 0.000, smaller than the significance level of 0.05 (0.000 < 0.05), thus it is concluded that the halal label has a significant effect on brand image.

2. *Effect of halal label on purchasing decisions*

Based on statistical calculations, the sig value is 0.044, smaller than the significance level of 0.05 (0.014 < 0.05), thus it is concluded that the halal label has a significant effect on purchasing decisions.

3. *The influence of brand image on purchasing decisions*

Based on statistical calculations, the sig value is 0.000, smaller than the significance level of 0.05 (0.000 < 0.05), thus it is concluded that brand image has a significant effect on purchasing decisions

Specific Indirect Effect is used to show the strength of the effect or indirect effect of the independent variable on the dependent variable through the intervening variable.

Table 5
Measuring the Mediation Effect

Correlation	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Halal Labels → Brand Image → Purchase Decision	0.323	0.314	0.123	3.332	0.000

Based on the calculation of the Specific Indirect Effect, brand image is a significant mediating variable between the influence of the halal label on purchasing decisions.

Effect of halal label on purchase decisions

Based on the results of the analysis, there is a significant positive influence between the halal label variables on consumer purchasing decisions. It has been realized that the halal label is one of the elements that is considered in making a purchasing decision for a product. The halal label is also a form of responsibility for a producer to Muslim consumers, especially since this is part of the life principle of Muslim people. Thus, the presence or absence of a halal label influences the purchasing decision of each consumer. The halal label can be viewed in terms of illustration, writing, a combination of illustration and writing, and attached to the packaging. The above statement is in accordance with the theory from Simbolon et al. (2019) and Wibowo and el Juhara (2021). This statement is also reinforced by research by Septianti et al. (2021) and Sunaryo et al. (2017) which proves that the use of halal labels on food products is an important factor that influences purchasing decisions. Of course, regulations on halal certification are also urgently needed. The halal label is presented through aspects of halal raw materials, halal production processes, halal packaging and marketing.

Effect of halal label on Brand Image

In accordance with the results of data analysis carried out by researchers, the halal label, price, and brand image together have an influence on consumer purchasing decisions. This is based on the previous theory that the factor of the halal label, price and brand image is an important part in making a purchasing decision for a product. This proves that consumers agree regarding halal or halal certification of products so that they can increase consumer confidence in consuming products, affordable prices and have a good corporate image with the public. Thus, it can be concluded that all the independent variables, namely the halal label, price, and brand image, influence the purchasing decision on the product. An image that is embedded in consumers can cause consumers to have confidence in a product that is formed because of the messages and experiences obtained from a brand. A consumer will also feel satisfied with the selected product if he has a positive impression of a product (Leonard et al., 2018).

Effect of brand image on purchasing decisions

Based on the results of the analysis carried out, this is in line with research conducted by Foster (2016) that brand image has a positive and significant influence on purchasing decisions, which means that the better the brand image in the minds of consumers, the higher the product purchase decision. The halal label is a guarantee for Muslim consumers in considering their consumption, core research shows that Agro-industry Firms' consumers feel that the halal label in Agro-industry Firms persuades them to shop at Agro-industry Firms (Anggara, 2017). With the guarantee of halal certification, consumers feel they do not have to be wary of what they eat at Agro-industry Firms, because it was previously reported that Agro-industry Firms use non-halal oils and seasonings (Anggara, 2017). Furthermore, Agro-industry Firms's brand image is already strong as one of the leading Agro-industry Firms, the main brand that is the main choice as a place to eat. This study contributes to the theory that halal labels and brand image have a positive impact on purchase intentions. Managerial contribution, namely that company managers apply a halal label and create a brand image to increase purchase intention. Meanwhile for the industry, this research can be an important reference for consumer responses.

The first benefit of halal certification for products for producers is to increase consumer confidence in products. It has become a habit for most consumers to choose halal products. Having a halal label listed on product packaging can give consumers confidence to buy some halal products. With the halal label, consumers do not need to worry about the ingredients in the product. At the same time, consumer confidence in the product may also increase. Then the automatic sales turnover will increase (Aspan et al., 2017). This is very useful for the continuity of product production. Apart from that, with increased consumer confidence, we can reach the halal products more easily. Consumer trust has increased the market reach of the products in the Muslim community. The halal product will be increasingly recognized and become the choice of the wider community. With this, the product can spread its wings by exporting to several countries. By already having halal certification, the product will be easily accepted by countries where most of the population is Muslim. Increasing the product market abroad will have a high impact on product sales turnover. Therefore, it is important for a product to obtain a halal certification label. But getting halal certification is not as easy as we imagine. To obtain halal certification, it is necessary to apply to the relevant institution. In submitting their products, producers must follow the submission procedures and fulfill the conditions. Sometimes the process is a bit complicated, making most producers indifferent to halal certification. Having a Unique Selling Point (USP) compared to competing products is a competitive advantage that makes the product more valuable in the eyes of consumers. Products that already have a halal logo on their packaging have a Unique Selling Point (USP) as a unique sales strategy and have a positive image in the eyes of consumers. Products with halal standards should become an integral part that cannot be separated from global trade and economic practices that demand standards and international standard quality to gain the trust of consumers across countries. Thus, the flow of goods, services, capital, and knowledge between countries becomes easier. International trade has a very large influence on the economies between these countries which can create a conducive climate that is mutually beneficial from reciprocal trade, even more efficient in producing and marketing goods. Many experts conclude that the benefits of cross-border trade outweigh the benefits of military competition and territorial expansion. Products that have halal certification will have the opportunity to market their products in other Muslim countries besides Indonesia, by obtaining a Halal certificate, of course, they will gain access to a broad global market.

5. Conclusion

This study has concluded that halal label and brand image have a significant effect on purchasing decisions, brand image was a significant mediating variable between the influence of halal label on purchasing decisions. Indonesia, with the largest Muslim population in the world, requires companies to pay attention to halal labels on products sold to increase sales, in addition, brand image also needs to be considered. Products that are already halal should do branding by displaying the halal label as one of the superior product items, since imaging halal products is one strategy to gain sympathy from Muslim consumers, who are the largest population in Indonesia. This study contributes to the theory that halal labels and brand image have a positive impact on purchase intentions. Meanwhile for the industry, this research can be an important reference for how consumer responses meet their needs. Then for academics, the results of this study become a reference for knowledge related to factors related to consumer purchasing decisions in consuming rice including the halal label, price, and brand image aspects. From the results of the research that has been done, the suggestion for future research is to include other variables that can influence purchasing decisions beyond the halal label, price, and brand image. The limitations of this study were that there were only 2 variables analyzed, namely halal labels and brand image and the limited number of questionnaires. For further research to increase the number of variables that have not been discussed in this study and increase the number of respondents.

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